

# Dr Pepper Teams Up with DJ Uiagalelei, Clemson's Star Quarterback, to Give Fans the Season They Deserve

## Uiagalelei set to join the cast of Dr Pepper's beloved "Fansville" campaign

FRISCO, Texas, Aug. 11, 2021 /PRNewswire/ -- Dr Pepper today announced a partnership with Clemson Tigers quarterback and leading Heisman Trophy candidate DJ Uiagalelei, who will be featured in the brand's upcoming "Fansville" college football marketing campaign. While the brand has long been synonymous with celebrating college football, this is Dr Pepper's first partnership with an active college athlete, following the recent NCAA and state rulings that allow athletes to monetize their likeness in brand promotions, campaigns and advertising.

Uiagalelei is among the most prominent quarterbacks returning to college football in 2021. A five-star recruit, he is entering his sophomore season and is a front runner for the 2022 Heisman Trophy awarded to the best player in college football. Uiagalelei is also projected as a top prospect for the 2023 NFL Draft.

"We're thrilled to have DJ on board for one of Dr Pepper's most exciting campaigns of the year," said Andrew Springate, Chief Marketing Officer for Keurig Dr Pepper. "A universally loved Heisman Trophy contender who embodies true sportsmanship, DJ is exactly what fans deserve this season. He's also the star of one of the most formidable college football teams in the NCAA whose faithful fans revel in longstanding traditions. This passion is the iconic embodiment of fandom and everything Dr Pepper 'Fansville' represents."

"It's been a blast teaming up with Dr Pepper on this year's "Fansville" campaign," said Uiagalelei. "Dr Pepper and college football go hand-in-hand, and I can't wait for people to see how we brought to life fan's love of the sport and excitement for this season."

Uiagalelei, who is the only NCAA athlete featured in the campaign, will be highlighted alongside other top talent, which will be unveiled later this month.

### About Dr Pepper

Dr Pepper, a brand of Keurig Dr Pepper (KDP), is the oldest major soft drink in the United States. Since 1885, the 23 flavors of Dr Pepper have earned legions of fans that enjoy its unique, refreshing taste. The brand is available in Regular, Diet, Zero Sugar, Caffeine Free, Cherry, and Cream Soda varieties. For more information, visit [DrPepper.com](https://DrPepper.com) or [keurigdrpepper.com](https://keurigdrpepper.com). For the brand's latest news and updates, follow Dr Pepper at [Facebook.com/DrPepper](https://Facebook.com/DrPepper) or [Twitter.com/DrPepper](https://Twitter.com/DrPepper).

### About Keurig Dr Pepper

Keurig Dr Pepper (KDP) is a leading beverage company in North America, with annual revenue in excess of \$11 billion and nearly 27,000 employees. KDP holds leadership positions in soft drinks, specialty coffee and tea, water, juice and juice drinks and mixers, and markets the #1 single serve coffee brewing system in the U.S. and Canada. The Company's portfolio of more than 125 owned, licensed and partner brands is designed to satisfy virtually any consumer need, any time, and includes Keurig®, Dr Pepper®, Green Mountain Coffee Roasters®, Canada Dry®, Snapple®, Bai®, Mott's®, CORE® and The Original Donut Shop®. Through its powerful sales and distribution network, KDP can deliver its portfolio of hot and cold beverages to nearly every point of purchase for consumers. The Company is committed to sourcing, producing and distributing its beverages responsibly through its Drink Well. Do Good. corporate responsibility platform, including efforts around circular packaging, efficient natural resource use and supply chain sustainability. For more information, visit, [www.keurigdrpepper.com](https://www.keurigdrpepper.com).

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Additional assets available online: [Photos \(1\)](#)

<https://news.keurigdrpepper.com/2021-08-11-Dr-Pepper-Teams-Up-with-DJ-Uiagalelei,-Clemsons-Star-Quarterback,-to-Give-Fans-the-Season-They-Deserve>